CLAIM AMENDMENTS

1. (Currently amended) A method of customizing an electronic catalog of products for individual customers of an online store, the method comprising:

providing online access to an electronic catalog of products that are available for purchase;

receiving a request from an online customer for a portion of the electronic catalog, wherein the portion corresponds to a subset of the products represented within the electronic catalog and provides functionality for selecting a product for purchase;

identifying a related order previously placed by the customer, said related order being related to the subset of products;

supplementing the portion of the electronic catalog with information about the related order; and

returning the portion of the electronic catalog, as supplemented with the information about the related order, for presentation to the customer;

whereby information about previous orders is presented to the customer contextually during browsing of the electronic catalog without requiring the customer to explicitly request order history information.

2. (Original) The method as in Claim 1, wherein supplementing the portion of the electronic catalog comprises supplementing the portion with information about a current status of the related order.

3. (Previously amended) The method as in Claim 1, wherein the portion is a product detail page for a first product.

4. (Original) The method as in Claim 3, wherein the related order is an order previously placed by the customer for the first product.

5. (Original) The method as in Claim 3, wherein the related order is a previous order placed by the customer for a second product that is related to the first product.

6. (Original) The method as in Claim 1, wherein supplementing the portion of the electronic catalog comprises including within the portion an indication that a product represented therein is incompatible with a related product previously purchased by the customer.

7. (Original) The method as in Claim 1, wherein the portion corresponds to a category of products.

8. (Original) The method as in Claim 7, wherein identifying a related order comprises identifying an order for a product that falls within the category.

9. (Original) The method as in Claim 1, wherein the portion provides an option to initiate placement of an order for a product.

10. (Original) The method as in Claim 1, wherein the portion is a web page.

11. (Original) The method as in Claim 1, wherein the portion is a voiceXML page that is adapted for audible output to the customer.

12. (Original) The method as in Claim 1, further comprising supplementing the portion with information about at least one additional order that is related to the subset of products.

13-26. (Canceled)

27. (Currently amended) An ~~online store~~ electronic catalog system, comprising:

an electronic catalog of products; and

a server system that provides online access to the electronic catalog of products and provides functionality for customers to purchase products from the electronic catalog;

wherein the server system is responsive to a request from a customer for a page from the electronic catalog by supplementing the page with information about a related order placed by the customer, said page being a catalog page that provides a user option to select a product for purchase, whereby customers are presented with context-dependent information about related orders during browsing of the electronic catalog, said context-dependent information being displayed without requiring the customers to explicitly request order history information.

28. (Currently amended) The ~~online store~~ electronic catalog system of Claim 27, wherein the server system is responsive to a request by the customer for a detail page of a product by supplementing the detail page with information about a prior order placed by the customer for the product.

29. (Currently amended) The ~~online store~~ electronic catalog system of Claim 27, wherein the server system is responsive to a request by the customer for a detail page of a first product by supplementing the detail page with information about a prior order placed by the customer for a second product that is related to the first product.

30. (Currently amended) The ~~online store~~ electronic catalog system of Claim 27, wherein the server system is responsive to a request by the customer for a category page associated with a particular product category by supplementing the category page with information about prior orders of products that fall within the product category.

31. (canceled)

32. (Currently amended) A computer-implemented method of providing account-specific information to users of an online store, the method comprising:

> providing online access to an electronic catalog of products in which users may navigate to product detail pages ~~to obtain~~ that display detailed information about, ~~and~~ ~~initiate placement of orders for~~, specific products and provide controls for selecting such products for purchase;

> maintaining user-specific order histories representing orders placed by users for products in the electronic catalog;

> receiving a request from a user for a product detail page of a first product that was previously ordered by the user; and

> in response to the request, supplementing the product detail page with at least an indication that the user previously ordered the first product.

33. (Original) The method as in Claim 32, wherein supplementing the product detail page comprises displaying information within the product detail page about a current status of an order for the first product.

34. (Original) The method as in Claim 33, wherein supplementing the product detail page further comprises presenting an option to the user to track shipment of the order.

35. (Original) The method as in Claim 33, wherein supplementing the product detail page further comprises presenting an option to the user to cancel or modify the order.

36. (Original) The method as in Claim 32, further comprising supplementing the product detail page with information about an order placed by the customer for a product that is related to the first product.

37. (Original) The method as in Claim 32, further comprising, when the user accesses a category page associated with a category of the products in the electronic catalog, supplementing

the category page with information about an order placed by the user for a product that falls within the category.

38. (Previously added) A server system that customizes an electronic catalog of products for individual customers according to the method of Claim 1.

39. (Previously added) A computer program which embodies the method of Claim 1, said computer program represented within a computer readable medium.

40. (Canceled)

41. (Canceled)

42. (Previously added) A server system that provides account-specific information to users of an online store according to the method of Claim 32.

43. (Previously added) A supplemented product detail page generated according to the method of Claim 32 and represented within a computer.

44. (Previously added) A computer program which embodies the method of Claim 32, said computer program represented within a computer readable medium.

45. (New) The computer-implemented method of Claim 32, wherein the product detail page is supplemented with said information without requiring the user to explicitly request order history information.

46. (New) An electronic catalog system, comprising:

a electronic catalog of products represented within a computer memory, the electronic catalog including product detail pages that provide information about specific products, and provide functionality for selecting such products for purchase; and

a server system that provides online access to the electronic catalog of products and provides functionality for users to purchase selected products from the electronic catalog, said server system programmed to maintain order histories for users of the electronic catalog;

wherein the server system is responsive to a request from a user for a product detail page of the electronic catalog by (1) determining whether the user previously placed an order that is related to the product represented within the product detail page, and (2) if the user placed such a related order, supplementing the product detail page with information about the related order for presentation to the user, whereby the server system

reduces a likelihood that the user will place an unnecessary or undesirable order for said product.

47. (New) The electronic catalog system of Claim 46, wherein the server system supplements the product detail page with the information about the related order without requiring the user to request order history information.

48. (New) The electronic catalog system of Claim 46, wherein the information about the related order comprises an indication of whether the product represented within the product detail page is compatible with a product previously purchased by the user.

49. (New) The electronic catalog system of Claim 46, wherein the information about the related order comprises an indication that the user has already purchased the product represented within the product detail page.

50. (New) The electronic catalog system of Claim 49, wherein the information about the related order further comprises a link to a page containing detailed information about the order.